HERITAGE – Material Cultural Heritage as a Strategic Territorial Development Resource
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1. How does material cultural heritage contribute to our well-being and our economies?

2. How can we measure these contributions/impacts?
How does material cultural heritage contribute to our well-being and our economies?

- Focus on **economic** impacts in this study

- Eight sectors:
  - Archaeology
  - Architecture
  - Museums, libraries and archives activities
  - Tourism
  - Construction
  - ICT
  - Insurance
  - Real estate

- Three impact indicators:
  - FTE
  - Turnover
  - Gross Value Added (GVA)
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How can we measure these contributions/impacts?

*Draft results for illustrative purposes*

- Archaeology, museums, libraries and archives activities:
  Fully related to MCH, 100% of impact indicators

- Architecture, construction, real estate - Coefficient: share of pre-1919 dwellings and listed and protected buildings in total dwellings

- Tourism - Coefficient: share of tourists traveling for leisure purposes

- ICT - Coefficient: expenditure in the sector by MCH actors (website development and digitalisation of collections)

- Insurance - Coefficient: expenditure in the sector by MCH actors